

Notice of References Cited	Application/Control No. 09/741,136	Applicant(s)/Patent Under Reexamination HERZEN ET AL.	
	Examiner Frantzy Poinvil	Art Unit 3628	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,251,017 B1	06-2001	Leason et al.	463/42
	B	US-5,963,647 A	10-1999	Downing et al.	705/39
	C	US-5,774,879 A	06-1998	Custy et al.	705/35
	D	US-5,909,673 A	06-1999	Gregory, Edward M.	705/45
	E	US-4,689,742	08-1987	Troy et al.	463/25
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Srinivasan et al., "Concepts and Strategy guidelines for designing value enhancing sales promotions", The Journal of Product and Brand Management., Santa Barbara: 1998, Vol. 7, Issue 5, page 410.
	V	Leasure, "Couponing's Continuing Evolution", Buffalo News, Buffalo, NY: December 2, 1998, page D 4.
	W	"\$300 Rebate Offered on CD Rocket 8X CD-Recorder", CD Computing News, Boston: December 1, 1998, Vol. 1 ² , Issue 12, page 1.
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.